

ENJOY THE JOURNEY

INTERPRETING CONSERVATION WITH TRAIL USE
2019 CALIFORNIA TRAILS & GREENWAYS CONFERENCE

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MOTHER MIGUEL MOUNTAIN TRAIL SIGNAGE
AN ARTEFACT DESIGN PROJECT FOR U.S. FISH AND WILDLIFE SERVICE
CHULA VISTA, CA

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Our Objectives Today

- Identify your challenge
- Choose and use your tools
- Establish interpretive program
- Assess planning needs



We All Have a Toolbox



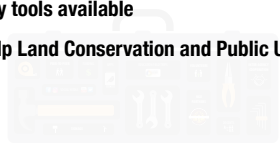
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What's in the Toolbox?

- There are many tools available
- These tools help Land Conservation and Public Use co-exist



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We Chose Our Tools



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We Chose Our Tools



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We Chose Our Tools

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We Used Our Tools

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What's Next?

- Narrowing the Impact, Expanding the Experience with Vicki
- Developing the Big Idea and Themes with Lydia
- Designing and Defining Processes with Tanya
- Outcomes Achieved with Vicki
- Let's Talk—questions, ideas, comments—with YOU!

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Narrowing the Impact Expanding the Experience

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Narrowing the Impact Expanding the Experience

- The mission...
- Conserve habitat
- Protect sensitive species




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Narrowing the Impact Expanding the Experience

- The challenge...
- Managing conserved land
- At the wildland/urban interface




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Narrowing the Impact Expanding the Experience

- There are many reasons this is a problem
- Explaining problems to users is a challenge
- Redirecting focus is key




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Narrowing the Impact Expanding the Experience

- Redirect focus...
- Welcome new users
- Raise awareness



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Narrowing the Impact Expanding the Experience

- Envision...
- A new path to a better experience
- A broader connection with the land



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Part of a Larger Purpose

Conservation of Habitat and Species Throughout San Diego County





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Part of a Larger Purpose

Conservation Throughout SD

- Conserved Lands in San Diego
- 170,000 acres
- Balancing conservation and development
- San Diego NWR



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Part of a Larger Purpose

Conservation Throughout SD

- San Diego NWR
- Approximately 12,250 acres
- Mother Miguel Mountain Trail

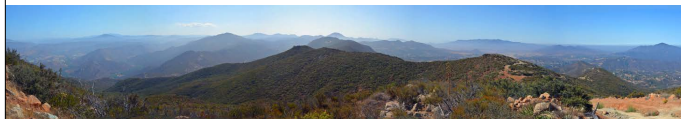


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Refuge for Rare and Endangered Species





Refuge for Rare and Endangered Species

- 12 Federally listed species
- Critical habitat for 11 listed species
- 31 MSCP covered species

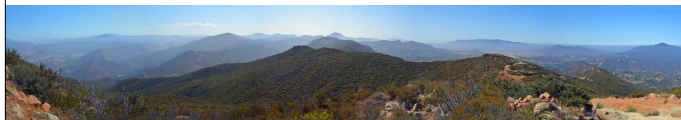


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Trail Use Unchecked Development Moves Closer






Trail Use Unchecked Development Moves Closer

- Undeveloped land 1994




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Trail Use Unchecked Development Moves Closer

- Undeveloped land 1994
- Development in 2012



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Trail Use Unchecked Development Moves Closer


- Undeveloped land 1994
- Development in 2012
- Effects of increased usage






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Exploring Our Options





Exploring Our Options

- So – how do we get this message out?
- It was clear we couldn't close the area
- Simply redesigning the trail wouldn't work
- How do we enlighten the public?



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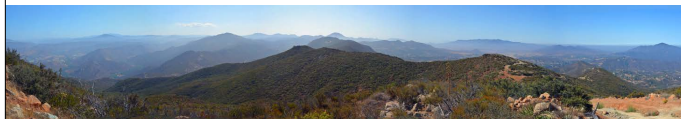
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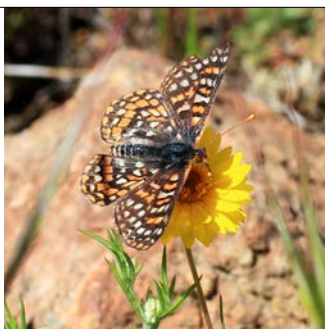
Ensuring a Flittering Future





Ensuring a Flittering Future

- This is not just another weedy area
- These are small, sensitive plants
- Plants that support the Quino Checkerspot
- Off-trail use threatens continued existence

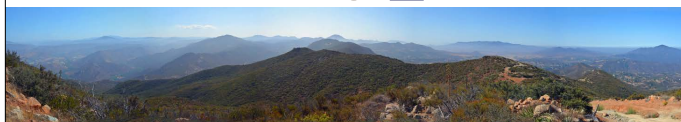


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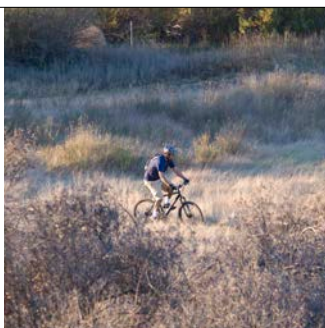
How Do We Influence Stewardship?





How Do We Influence Stewardship?

- Craft your message and spread it
- Nurture your partnerships, build new ones
- Engage and inspire the public
- Enjoy the journey



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How Do We Influence Stewardship?


- It really is all about enjoying the journey






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Defining the Big Ideas & Writing for Stewardship









Defining the Big Ideas & Writing for Stewardship

“Interpretive writing should address what readers would like to know, with the authority of wisdom and the humility and care that comes with it.”

— Interpretation for the 21st Century, by Dr Larry Beck and Dr Ted Cable

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Defining the Big Ideas & Writing for Stewardship

What is Interpretive Writing?

- A genre of its own
- Facilitates intellectual and emotional connections
- Goal-directed
- Tells a story with the richness of oral tradition
- Distills complex subjects into accessible concepts

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Listen With All Your Senses

- Visit the site—note the experience of getting there
- Make return visits—experience it in every season
- Site identity—get to know the neighborhood
- What's the story—why/how did this remain open space?





Nature's Special Place

- Enjoy the Journey—is more than a 6-pack of rules
- Rules are necessary—but useless without respect
- Trail etiquette—concepts applicable to defining Big Idea
- Inspire—positive attitudes yield positive behaviors





Get Their Attention

- Titles—single word or several
- Keep it short...
- 50 word stories, 25 word sidebars, captions succinct
- Everything must support the interpreted message





Write, Right?

- The 5-rule—to be remembered for 5 minutes/days/years
- Action verbs—in the here and now puts you in the story
- Relate to readers' experiences—metaphors and examples





The Feedback of Stakeholders

- No first draft could, or should, ever be installed
- Interpretive writing...
- is an inclusive, collaborative, iterative process
- Best practices is one authority stakeholder author





Attention Spans

- Writing to the 7th grade level improves attention
- Regardless of academic background...
- it keeps the reader moving





The Big Idea

- Throughout the program—one theme to a panel





The Big Idea

- Welcome your visitor





Defining the Big Ideas & Writing for Stewardship

The Big Idea

- Convey the Big Idea



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Defining the Big Ideas & Writing for Stewardship

The Big Idea

- Provide your visitor a sense of place



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Defining the Big Ideas & Writing for Stewardship

How Do We Know What We Know?

- Expert interviews
- Everything from research papers to children's books
- News, social media trends

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Defining the Big Ideas & Writing for Stewardship

Beyond the Panel

- Scripts for docent and interpreter stories
- Stories change with the seasons
- Resource list—share the resources...
- encourage volunteer/docent team to learn more

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Defining the Big Ideas & Writing for Stewardship

Connect Locally and Globally

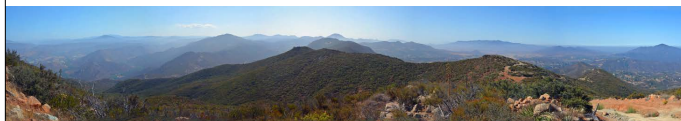
- City Nature Challenge: San Diego (iNaturalist) April 26-29
- eBird
- Your Coast
- 30x30 Nature Challenge
- CA Trails Conference has an App!

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Designing the Big Ideas for Stewardship





Designing the Big Ideas for Stewardship

Content Drives Design

- Story is the foundation
- Attractive quality images and illustrations expand the story
- Type selection, the color palette and materials follow the story

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Designing the Big Ideas for Stewardship

Design Supports the Story

- Design should inspire positive attitudes and behaviors
- Colors, imagery, messages and white space enhance the story
- Panel types literally support the story

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Designing the Big Ideas for Stewardship

Sign Type Menu

Directional Sign

- Provides directional information to visitors
- Should be placed at trailheads and along the trail
- Should be placed at trailheads and along the trail

Informational Sign

- Provides information about the trail and the area
- Should be placed at trailheads and along the trail
- Should be placed at trailheads and along the trail

Interpretive Sign

- Provides information about the trail and the area
- Should be placed at trailheads and along the trail
- Should be placed at trailheads and along the trail

Regulatory Sign

- Provides information about the trail and the area
- Should be placed at trailheads and along the trail
- Should be placed at trailheads and along the trail

ARTS FACT

ARTS FACT is a series of signs that provide information about the trail and the area. They are designed to be placed at trailheads and along the trail. They are designed to be placed at trailheads and along the trail. They are designed to be placed at trailheads and along the trail.

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Designing the Big Ideas for Stewardship

Words Count

- Hone your main message
- Pay attention to the word count
- Allow the visitor to read for speed and comprehension

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Words Count

TITLES

Main title

Step into Nature

Body subtitle

Becoming a Pond

Sidebar title

Fine Fishing

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Words Count


BODY TEXT

50 words

Animals are displaced from their homes by invasive plants. By removing these plants that grow better in other places, county park rangers and volunteers return habitat to its more original condition. San Diego County holds some of the Golden State's most rare and specialized native habitats, many unique only to Southern California. (53)

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Words Count

SIDEBARS
25
words




Sidebar


In healthy native habitats, a variety of roots anchor soil and prevent erosion. Usually, just one type of root grows when invasive plants dominate. (24)

Caption

Down feathers keep a bird warm and dry. (8)

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Designing the Big Ideas for Stewardship




Words Count


LINE LENGTHS
8
word average

Before becoming Sweetwater Regional Park, this area was largely used for farming and grazing, which required a reliable water supply. From 1886 to 1888, local land investors, the Kimball brothers, teamed up with U.S. Army Corps of Engineers to build the six billion-gallon Sweetwater Reservoir. That's more than 9,000 Olympic-sized pools! (54)

Before becoming Sweetwater Regional Park, this area was largely used for farming and grazing, which required a reliable water supply. From 1886 to 1888, local land investors, the Kimball brothers, teamed up with U.S. Army Corps of Engineers to build the six billion-gallon Sweetwater Reservoir. That's more than 9,000 Olympic-sized pools! (54)

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Designing the Big Ideas for Stewardship

Words Count




BILINGUAL TRANSLATION
125%
word increase


Spanish to English word counts

River Valley Volunteers
Border region volunteers improve the Tijuana River watershed. They install native plants, and collect an Olympic pool-sized amount of trash and tires each year. (28)

Voluntarios del Valle del Río
Los voluntarios de la región fronteriza trabajan a mejorar la cuenca del Río Tijuana. Siembran plantas nativas y recolectan cada año una cantidad de basura y llantas semejante al tamaño de una alberca olímpica. (39)

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Designing the Big Ideas for Stewardship

Words Count

ALL CAPS or not

Types of capitalization (all caps, initial)




Step into Nature
STEP INTO NATURE

When and where

Be sure to share the trails with all the horseshoe vikings, flower, mountain bikers, and bird watchers you see! Most trails in County parks are multi-use. (26)

BE SURE TO SHARE THE TRAILS WITH ALL THE HORSESHOE VIKERS, FLOWERS, MOUNTAIN BIKERS, AND BIRD WATCHERS YOU SEE! MOST TRAILS IN COUNTY PARKS ARE MULTI-USE. (26)

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Words Count
Reading the Details

widows
descriptive word
hyphens

logos
numbers
orphans

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Designing the Big Ideas for Stewardship

A Process of Refinement

- 30% Concept Design
- 60% Design Development
- 90% Design Refinement
- 100% Final Design

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Designing the Big Ideas for Stewardship

Fabrication and Installation

FINAL APPROVAL

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Designing the Big Ideas for Stewardship

Has the Story Been Honored?

- What's the Big Idea?
- Is the story development supported by the design?
- Do the panels fit into the location?
- Can the visitor easily access the information?



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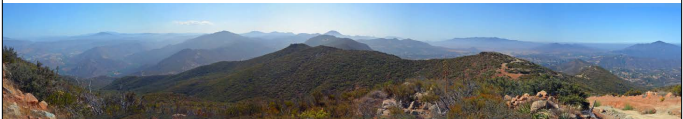
ARTEFACT

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Outcomes Achieved

ARTE FACT





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Outcomes Achieved

*San Diego Mountain Biking Association*





ARTE FACT





And Many Other Community Volunteers


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Outcomes Achieved



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